FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/JUNE 3, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JUNE 3, 1963

Monday June 3 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Fall collection, designed by Shannon Rodgers. By invitation. Beginning June 4 by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.		
Monday June 3 10:00 A.M.	SHOWING: FALL COAT AND SUIT COLLECTION	MARQUISE	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR
	Fall collection of coats and suits, designed by Christian Mann. Showings June 3, 5, 11, 13, 18 at 10:00. By reservation. Contact: BR. 9-5794.		
Beginning Monday June 3 10:00 A.M.; 2:00 P.M.	SHOWING OF FURS FOR FALL-WINTER	ZIMMERMAN SCHER, INC.	150 WEST 30TH STREET SHOWROOM - 17TH FLOOR
	"A.A."--Average American-sized furs for women 5'5" and under, designed by Jack Zimmerman, showing daily at 10:00 and 2:00. By appointment. Contact: Sam Zimmerman, PE. 6-9316.		
Monday June 3 10:30 A.M.	OPENING OF FALL WHOLESALE COLLECTION	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Showings June 3, 7, 10, 14 at 10:30 A.M. By reservation. Contact: Sally Wolfe, OX. 5-3091. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Monday June 3 10:30 A.M.	PREMIERE SHOWING: YOUNG MISSES FASHIONS	PARNET	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Premiere showing of Parnet's Fall young misses collection, designed by Norah May. By invitation. Continuous thereafter. Contact: CH. 4-4600.		
Monday June 3 11:00 A.M.	PRESS PREVIEW: INTIMATE APPAREL	CHRISTIAN DIOR	PARK LANE HOTEL PETIT SALON
	By invitation. Market--June 3 through June 7; June 10 through June 14 at 9:30, 2:30, 4:30. Contact: Press--Lila Moren; Trade--Anna Alford, MU. 5-5740.		
Monday June 3 11:30 A.M.	PRESS PREVIEW: COMPLETE FALL COLLECTION	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Cocktail and evening knits, petites, fashions for private lives, and furs. By invitation. Thereafter at 12:00 Noon, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Petites at 4:30, June 5, 10, 13. Contact: Ruth McLaughlin, LO.4-6337.		
Monday June 3 12:00 Noon	PREVIEW: FALL COLLECTION	MADEMOISELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Fall collection of dresses and ensembles, designed in Paris by Jules Francois Crahay for Cole-Mort, at two formal showings, June 3 and 10 at 12:00 Noon. By reservation. Contact: Dorothea Marshall, OX. 5-4760.		
Monday June 3 1:00 P.M.	OPENING OF FALL COLLECTION	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showings at 1:00 P.M., June 3, 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By reservation. Contact: PE. 6-0206.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 3 2:00 P.M.	PREVIEW OF FALL-WINTER FUR FASHIONS	QUALITY FURS-MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall-Winter fur fashions; also showing of "Sportive Look" in young fur fashions. By invitation. Daily thereafter at 10:00 and 2:30. Contact: Herman Suskind, CH. 4-7551.		
Monday June 3 2:30 P.M.	"NINE MILLION CINDERELLAS"	BOBBIE BROOKS, INC. (1407 BROADWAY)	STATLER-HILTON HOTEL BALLROOM
	Musical presentation by Bobbie Brooks. Press at 2:30; buyers at 4:15. By invitation. Contact: Claire Affens, PE. 6-2392.		
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M.		
Monday June 3 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.		
Monday June 3 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 4:00 P.M., June 3, 4, 5, 10, 11, 19. Contact: PE. 6-5547.		
Monday June 3 4:00 P.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	COOPCHIK-FORREST, INC. (333 SEVENTH AVENUE)	THE FOUR SEASONS 99 EAST 52ND STREET
	Fur fashions, designed by Andre Fath and Luis Estevez, for Coopchik-Forrest. By invitation only. Contact: Ellyn Fleischer, LO. 4-4726.		
Beginning Monday June 3 4:00 P.M.	OPENING OF FALL RAINWEAR COLLECTION	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Couture rainwear collection for Fall. Showings June 3, 4, 5, 6, 7, 10, 11, 12, 13 at 4:00 P.M. By reservation. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.		
Monday June 3 4:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	By invitation. Showings thereafter at 10:30, June 6, 11, 13, 19. By reservation. Contact: JU. 2-2317.		
Monday June 3 5:15 P.M. Cocktails	PREVIEW: CALIFORNIA FALL COLLECTION	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM
	Preview of Fall collection. Show at 5:45. (Note Change Of Time.) By invitation. Thereafter by appointment in private suite. Contact: CI.7-2200.		
Monday June 3 7:00 P.M. Champagne Dinner	PREMIERE: "BEAU-SURE" LINGERIE-SLEEPWEAR	BEAUNIT TEXTILES (450 SEVENTH AVE.)	LATIN QUARTER 200 WEST 48TH STREET
	Beaunit will present a premiere showing of lingerie and sleepwear in "Beau-Sure" nylon tricot made of Chemstrand's "Blue C" nylon. For buyers & press, by invitation. Beaunit contact: Adele Meislen, LO. 5-5900; or Mary Ann Zimmerman at Bell & Stanton, PL. 9-4800.		
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE. & 57TH ST.
	Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: $7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.		

READY-TO-WEAR TIME TABLE, WEEK OF JUNE 3

("O" REFERS TO OPENINGS; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

	MONDAY, JUNE 3	TUESDAY, JUNE 4	WEDNESDAY, JUNE 5	THURSDAY, JUNE 6
9:00			Jean Louis (P)	Pattullo-Copeland (P)
9:30	Style Trends Cameo; Five-Thirty	Style Trends Modern Couture	Style Trends Cameo; Five-Thirty *Tiffeau-Busch	*Style Trends *Cameo; Five-Thirty Modern Couture
10:00	Marquise Jerry Silverman(P)	Jack Sarnoff Frank Gallant Adele Simpson (O) Seymour Fox (P) Ben Reig (O) Nicole (O)	Marquis Frank Gallant Adele Simpson Ben Reig	Jack Sarnoff Frank Gallant Adele Simpson Seymour Fox
10:30	David Crystal Leonard Arkin *Hattie Carnegie(O) Parnet (P)	David Crystal Pattullo-Copeland Herbert Sondheim Edward Abbott (O) Handmacher-Vogel	David Crystal Leonard Arkin *Pattullo-Copeland Herbert Sondheim Edward Abbott David Goodstein(O)	David Crystal *Herbert Sondheim Edward Abbott
11:00		Seymour Jacobson	Arkay Junior (O)	Seymour Jacobson Wragge (P) Friday
11:30	Style Trends Estevez (P) Arthur Jablow Andrew Arkin	Style Trends Abe Schrader Arkin Knits (O) George Carmel (O)	Style Trends Abe Schrader Arthur Jablow Andrew Arkin	*Style Trends Abe Schrader Mignon (O) George Carmel
12:00	Mlle. Ricci (P)	Estevez Louis Goldstein (O) Countess Alexander(O) Harold Levine (O)	Estevez Louis Goldstein Paul Blumenstein(O) Ceil Chapman (O) Vera Maxwell	Estevez Louis Goldstein Mollie Parnis (O) Countess Alexander Harold Levine *Ceil Chapman Vera Maxwell
1:00	Harvey Berin Jr. Sophisticates	Harvey Berin Lee Claire (O) Mr. Mort (P) Hannah Troy Jr. Sophisticates	Harvey Berin Lee Claire Mr. Mort Teal Traina (O) Hannah Troy Jr. Sophisticates	*Harvey Berin Lee Claire Teal Traina Hannah Troy
1:15	Nat Kaplan	Gothe	Nat Kaplan Oleg Cassini Young America (O)	Gothe Oleg Cassini Young America
2:00		Originala (O) Harry Frechtel (O) Rappi (O)	Originala Stephan Ltd (P) Rappi	Originala Harry Frechtel Rappi

(continued on following page)

READY-TO-WEAR TIME TABLE (continued from page 3)

MONDAY, JUNE 3	TUESDAY, JUNE 4	WEDNESDAY, JUNE 5	THURSDAY, JUNE 6
2:15 Paul Parnes	Paul Parnes	Paul Parnes Christian-Dior N.Y.(O)	Paul Parnes
2:30 Hayette	Hayette Maurice Rentner Branell Jamison (O) Larry Aldrich	Hayette Maurice Rentner Branell Jamison Larry Aldrich Rembrandt (O) Ira Rentner (O)	Hayette Maurice Rentner Branell Jamison Trigere (O) Rembrandt Ira Rentner
3:00 Maurice Rentner (P)	Andrea A. (O) Anne Fogarty Sportswear (P)		
3:15		Margot (O)	
3:30 Style Trends Junior Accent (O)	Style Trends	Style Trends	*Style Trends
4:00 Lawrence of London Harmay (O)	Lawrence of London Harmay D.Brooks-Townley(O) Samuel Winston Rosalie Macrini (O) Mort Schrader (P) McMullen (P)	Lawrence of London Harmay D.Brooks-Townley Malcolm Starr (O)	*Lawrence of London D.Brooks-Townley Samuel Winston Jane Derby (P) Malcolm Starr Mam'selle (P)
4:30 Monte-Sano & Pruzen(P)		Estevez Petites Cabana (P) Young Viewpoint (P)	
5:00		Brittany (P) Annette Bullock (O)	
5:15 Helga (P)			
5:30	Travilla (P)		
6:30	Marusia (P)		
9:00	Burke-Amey (P)		

FALL CONTINUOUS SHOWINGS--These collections have opened.

ALBERT ALFUS, INC...Costumes, daytime and late day fashions in leathers and kidskins.
1407 Broadway, 12th Floor, OX. 5-1840.

BARBERINI, LTD.....Fall coats and suits.
230 West 38th Street, 9th Floor, PE. 6-2291.

BRIARBROOK SUITS....Suits and coats, designed by Stefan.
512 Seventh Avenue, 11th Floor, LW. 4-9000.

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FALL CONTINUOUS SHOWINGS (continued from page 4)

BOBBIE BROOKS, INC...Junior dresses, sportswear, suits.
1407 Broadway, 39th Floor, PE. 6-2392.

CABANA.....Early Fall dresses by Rikki Kilsdonk
1410 Broadway, 17th Floor, WI. 7-0326.

CLARET ORIGINALS.....Sportswear and casual dresses.
498 Seventh Avenue, 8th Floor, LO. 3-6126.

FEDER FASHIONS.....Fall knit dresses, separates, and sportswear.
1410 Broadway, 29th Floor, WI. 7-3968.

RUDI GERNREICH.....Fall knit dresses, separates, and sportswear.
FOR HARMON KNITWEAR Charles Rose Assoc., 1407 Broadway, Rm. 600, BR. 9-5664.

GAY GIBSON, INC.....Fall junior collection.
1407 Broadway, 39th Floor, LO. 5-4212.

NATALIE GREEN....."Grand Tour" junior car coat collection, by Mr. Josef.
500 Seventh Avenue, 14th Floor, LO. 5-1888.

HAYMAKER SPORTS....."Sportive Look"--shirts, dresses, separates for Fall.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

HEISER, INC.....Fall dresses, separates, at-home fashions, by Silvano of Roma.
550 Seventh Avenue, 6th Floor, LO. 3-1534.

JONNY HERBERT, INC.: Junior day-to-evening fashions; Pab cocktail-evening fashions.
PAB LTD. 498 Seventh Avenue, 18th Floor, LO. 5-6900.

NAN HERZLINGER....."The Complete Look"--Fall collection, by Nan Herzlinger.
242 West 38th Street, 11th Floor, OX. 5-1735.

MELBA HOBSON FOR.....Sportswear, casual dresses, at-home fashions.
MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.

KAY-SELIG, INC.....Fall bridesmaid and mother-of-the-bride dresses.
1385 Broadway, 6th Floor, WI. 7-4252.

VIRGINIA KREMENTZ....Imports by Paula Lee; Margo Robson; Fabiani; Consentino; Zelker.
42 West 58th Street, Rm. 203, PL.3-4464 or PL.3-3500, Ext.203.

LESLIE FAY, INC.....Fall collection.
1400 Broadway, 16th Floor, LW. 4-9000.

ELLEN LOCKWOOD.....Angora sweaters,hats,scarf sets--Italy; Donegal sweaters-Ireland.
1410 Broadway, 19th Floor, WI. 7-6122.

LOOMTOGS, INC. &.....Fall collection, by Leo Narducci; Arnold Palmer's golf clothes.
SPORTS EDITIONS 1410 Broadway, 15th Floor, LA. 4-4671.

MARCH & MENDL, INC...Fall-Winter rainwear and outerwear; also ski slope jackets.
512 Seventh Avenue, 21st Floor, LA. 4-7942.

(continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

FALL CONTINUOUS SHOWINGS (continued from page 5)

MR. MORT SPORTSWEAR..Separates and boutique collection, by Elvia Gobbo.
498 Seventh Avenue, 20th Floor, OX. 5-4760.

NANNETTE CASHMERES...Boutique sweaters and coordinates.
1410 Broadway, 24th Floor, WI. 7-8130.

SAMUEL ROBERT, INC...Fall fashions in leathers, fabrics, knits, including skiwear.
1407 Broadway, 27th Floor, LA. 4-4562.

ROBERT SLOAN.....Sportswear, dresses, separates by Sylvia de Gay.
498 Seventh Ave., 18th Floor. Publ.: Margaret Hodge, LT. 1-3260.

TUDOR SQUARE.....Fall sportswear and coordinates.
SPORTSWEAR, INC. 1407 Broadway, 14th Floor, BR. 9-8120.

ULLA.....Sportswear, sweater and skiwear by Vicki Cooper. By appt.
1384 Broadway, 20th Floor, BR. 9-9076.

JACK WINTER....."Sporting Looks"--Fall collection.
1410 Broadway, 15th Floor, BR. 9-7495.

Beginning Monday June 3	OPENING OF FALL COAT COLLECTION	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings. Contact: Phyllis Schorr, LO. 4-6886.		
Beginning Monday June 3	OPENING OF FALL SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Daily showings of David Crystal's Fall suit collection, including "Sportive" all-purpose coats. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Beginning Monday June 3	SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. (Special show, Wed., June 5 at 5:00 P.M.) By invitation. Contact: Alan Baron, PE. 6-8867.		
Beginning Monday June 3	OPENING: FALL COLLECTION	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH ST.
	Phelps' Fall separates, dresses, coats, accessories. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon; after June 3, MU. 5-7674.		
Beginning Monday June 3	SHOWING: COMPLETE FALL COLLECTION	RONA DRESS COMPANY	1400 BROADWAY SHOWROOM - 19TH FLOOR
	Showing of complete Fall dress collection, designed by Lee Shapiro for Rona Dress. Contact: CH. 4-3872.		
Beginning Monday June 3	OPENING: FALL KNITWEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
	Fall knitted dresses, suits, ensembles. Contact: Robert Brown, LO.4-1080.		
Beginning Monday June 3	OPENING OF FALL COLLECTION	LINENS BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Market-week features in table linens. Contact: Budd Propp, AL. 5-6464.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 3	CALIFORNIA FALL FASHIONS IN NEW YORK	WERLE (626 No. Robertson, L.A.)	HOTEL GOTHAM
	Werle's Fall fashions. By appointment. Contact: Jose Fernandez, OL. 2-4114(L.A.); beginning June 3, Mr. Werle, CI. 7-2200(N.Y.).		
Beginning Monday June 3	OPENING: FALL COLLECTIONS	ALFRED WERBER, INC. (ST. LOUIS, MO.)	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Continuous daily showings of Alfred Werber's Fall junior fashions and True Talls in junior styles. Contact: LA. 4-0648.		
Beginning Monday June 3	OPENING OF FALL COLLECTIONS	SCARVES BY VERA; BLOUSES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Scarves, hoods, caps, blouses, overblouses in silks, surah, printed mohairs. Contact--scarves; Joe Simon; blouses, Matt Shaw, AL. 5-6464.		
Beginning Monday June 3	OPENING: FALL COLLECTION	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Daily informal showings of Fall dresses, costumes, cocktail and evening gowns, designed by Mort Mogel. Publ.: Florence Judson, BR. 9-0965.		
Beginning Monday June 3	PREMIERE: COCKTAIL-LATE DAY DRESSES	VERA HICKS	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Vera Hicks will introduce her first couturiere collection at popular prices. Continuous daily showings. Contact: LA. 4-0648.		
Beginning Monday June 3	OPENING OF FALL COLLECTION	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Gross-Sydney's Fall dress collection of "Petti 4" casual wear for the petite miss; and "Terry Rogers" misses sizes, at continuous daily showings. Contact: George Rappaport, CH. 4-3558.		
Beginning Monday June 3	OPENING: COCKTAIL AND FORMAL FASHIONS	KAY-SELIG, INC.	1385 BROADWAY SHOWROOM - 6TH FLOOR
	Continuous showings of Fall cocktail and formal fashions. Contact: Edward Selig, WI. 7-4252.		
Beginning Monday June 3	OPENING OF FALL COLLECTION	WIIROY, INC.	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Continuous daily showings of sportswear, dresses, and coordinates designed by Pembroke Squires. Contact: Ellie Gale, LO. 5-7815.		
Beginning Monday June 3	OPENING: FALL SUIT COLLECTION	EVAN-PICONE SUITS	1407 BROADWAY SHOWROOM - 32ND FLOOR
	Evan-Picone's Fall suit collection, designed by Frank Smith, at continuous daily showings. Contact: John Dein, LO. 4-7373.		
Beginning Monday June 3	JEWEIRY COLLECTION FOR FALL AND WINTER	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Trifari's Fall-Winter collection of jewelry at daily showings. By appointment. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347.		
Beginning Monday June 3	OPENING OF FALL LINGERIE COLLECTION	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Fall and Winter lingerie and foundation fashions: June 3-21 at 9:30, 10:30, 2:30, 3:30; June 17-21 at 9:30 and 2:30. Contact: Marion Sherwood, JU. 2-6767. Publicity: Ruth Hammer Assoc., EL. 5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 3- June 8	PREMIERE: FALL FASHIONS FROM LONDON	FREDERICK STARKE, (31 BRUTON ST., LONDON	HOTEL PIERRE
	Frederick Starke will premiere his Fall collection of sportswear suits in Scottish tweeds, also cocktail and evening dresses. By appointment. Contact: TE. 8-8000.		
Beginning Monday June 3- June 20	CALIFORNIA FALL COLLECTION	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
	Fall collection of cottons, silks, lightweight wools. Contact: Dick Steiner, MA. 7-5461(L.A.); beginning June 3, CI. 7-2200(N.Y.).		
Beginning Monday June 3- June 21	SHOWING OF FALL COUTURE FASHIONS	CATHERINE SCOTT (314 S.FRANKLIN,CHICAGO)	HOTEL GOTHAM SUITE 1009
	Showings of Fall couture collection. By appointment. Contact: Tom Arrington at Couture Advertising, PE. 6-8397; beginning June 3, CI. 7-2200.		
Beginning Monday June 3- June 28	OPENING OF FALL 1963 COLLECTION	LADY MANHATTAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
	Continuous showings of shirts, skirts, pants, go-togethers, coordinates, shirt dresses; also shirts, shirt dresses, and sportswear of Viyella. Contact: CO. 5-2975.		
Tuesday June 4 8:30 A.M. Breakfast	SHOWING OF FOGA FASHIONS	CELANESE FIBERS CO. (522 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
	"American Opulence"--Fall fashions in fabrics of Celanese fibers by 15 members of the Fashion Originators Guild of America. Show at 9:00. By invitation. Contact: Dorothy Wallace, TN. 7-2000, Ext. 2431.		
Tuesday June 4 9:00 A.M.- 3:00 P.M.	SHOWING OF PEARL FASHIONS AT OPEN HOUSE	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
	Imperial Pearl will present "3000 years of fashion in pearls, authentically costumed" (Omelet breakfast). By invitation. Publicity: Ethel Aaron at Daniel J. Edelman Assoc., JU. 2-5380.		
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Mr. Rene Tixier, LO. 4-3246.		
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Designed by Constantino. By invitation. Director and Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Thurs., June 6, daily at 10:00 A.M. By reservation. Contact: Harry Feldman, PE. 6-6944.		
Tuesday June 4 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 4 10:00 A.M.	OPENING OF FALL "SPORTIVE" FASHIONS	NICOLE	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Nicole's Fall "Sportive" fashions of knitted and wool dresses, blouses, coordinates. By reservation. Continuous daily thereafter. Contact: Mel Dana, BR. 9-3038.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 4 10:00 A.M.; 2:00 P.M.	OPENING: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Schiaparelli fur collection for Fall-Winter. Daily showings at 10:00 and 2:00, by appointment. Trade contact: Mr. Cohen, AL. 5-3035. Press contact: Ken Williams, WI. 7-4471.		
Tuesday June 4 10:30 A.M.	OPENING OF FALL COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Designed by Wilson Folmar. Showings at 10:30, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Contact: David Taxier or Myra de Francesca, LA. 4-8490.		
Tuesday June 4 10:30 A.M.	SHOWING: COMPLETE FALL COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing at 10:30, June 4, 11, 18, 25. Contact: Norma Rousseau, LO.4-7832.		
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday June 4 11:30 A.M.	OPENING: FALL KNIT FASHIONS	ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 4 and 11 at 11:30. Contact: Miss Brigitte, WI. 7-5324.		
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION	HAROLD LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine's Fall collection, designed by Don Breitinger, June 4, 6, 11, 13, 18. By reservation. Contact: LA. 4-0237.		
Tuesday June 4-June 5 12:00 Noon Luncheon	FASHIONS IN LUREX-ZEFKROME-ZEFRAN	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
	Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5. For press and retailers, by invitation. Dow retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.		
Tuesday June 4 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new coat collection, showing at 12:00 Noon, June 4, 5, 6, 11, 12, 13, followed by luncheon. By invitation. Contact: Matty Beskind, CH. 4-3512.		
Tuesday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daytime, cocktail, and evening couture fashions at 12:00 Noon, June 4, 6, 11, 12, 18. By reservation. Contact: CH. 4-5693.		
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Executives from the fashion field will attend the School's 26th graduating class; presentation of alumnae awards. By invitation. Contact: Lorraine Helfont, TR. 9-4644. Publ.: Harold Imber, Constance Hope Assoc.,PL.7-0515.		
Beginning Tuesday June 4 1:00 P.M.	OPENING OF FALL COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day and formal fashions. Showings at 1:00 P.M., June 4, 5, 6, 10, 11, 12, 18. By reservation. Contact: Jack Sulzer, WI. 7-9470.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 4 1:00 P.M.	PREVIEW: FALL COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Fall collection of dresses and ensembles, designed by Stanley Herman, at three formal showings, June 4, 5, 11 at 1:00 P.M. By reservation. Contact: Dorothea Marshall, OX. 5-4760.		
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats June 4, 5, 6, 10, 11, 13 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8988.		
Tuesday June 4 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	A. NEUSTADTER & SON	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall-Winter fur collection, designed by Betty Yokova. For press and buyers, by invitation. Thereafter at 10:00 and 2:00, by appointment. Contact: Marc Spaulder, LA. 4-3365.		
Tuesday June 4 2:00 P.M.	OPENING OF FALL MISSES COLLECTION	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings at 2:00, June 4, 5, 6, 11, 12, 13. Contact: LO. 5-2626.		
Tuesday June 4 2:30 P.M.	OPENING OF FALL COLLECTION	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Designed by Peggy Thayer. By invitation. Thereafter Tues., Wed., Thurs., through June 21 at 2:30. Contact: Katherine Farmer, OX. 5-4812.		
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
	"Mile In Collegeland"--Back-to-school fashions from Mademoiselle's August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Showing promptly at 4:00 P.M. Tickets: $10.00, by invitation only. (Special buses, Metropolitan Opera, West 39th and B'way, from 2:30; last bus leaves at 3:30.) Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.		
Tuesday June 4 3:00 P.M.	FALL SPORTSWEAR COLLECTION	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	"A.F. Boutique"--preview of Fall sportswear collection. By invitation. Informal showings daily thereafter. Contact: LO. 4-9115.		
Tuesday June 4 3:00 P.M.	OPENING: FALL DRESS COLLECTION	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 4 and 11 at 3:00 P.M. Contact: Miss Brigitte, WI. 7-5324.		
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.		
Tuesday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings June 4 and 11 at 4:00 P.M. Contact: Anne Towne, CH. 4-2655.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 4 5:30 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK	TRAVILLA (853 N. LA CIENEGA, L.A.)	HOTEL PLAZA
	Preview of Travilla's Fall collection. For press and buyers, by invitation. Contact: PL. 9-3000.		
Tuesday June 4 6:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK	MARUSIA ORIGINAL (165 N. ROBERTSON, L.A.)	ST. REGIS HOTEL SUITE 605
	Marusia Original and Bazaar Fall-Winter coats, suits, dresses, costumes, cocktail, evening gowns. By invitation. Thereafter by appointment. Contact: Marusia, PL. 3-4500.		
Tuesday June 4 9:00 P.M.	OPENING OF FALL COLLECTION	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
	Opening of Burke-Amey's Fall collection. By invitation (black tie). Thereafter by appointment. Special showing Tuesday, June 11 at 4:00 P.M. Contact: Miss Taylor, CO. 5-7720.		
Beginning Tuesday June 4	OPENING OF FALL COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.		
Beginning Tuesday June 4	OPENING OF FALL JUNIOR COLLECTION	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings of daytime and late-day Fall junior collection, designed by Frances Prisco. Contact: PE. 6-2642.		
Beginning Tuesday June 4	NEW COCKTAIL, EVENING JUNIOR FASHIONS	ACCENTIQUE (DIV. OF JUNIOR ACCENT)	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Premiere collection by Accentique (new division of Junior Accent) of after-five cocktail and evening fashions, designed by Earl Bonuam. Daily informal showings. Contact: LO. 4-1434.		
Beginning Tuesday June 4	OPENING: FALL KNIT COLLECTION	TED BROWN KNITS	1400 BROADWAY SHOWROOM - 8TH FLOOR
	Continuous daily showings, designed by Frances Prisco. Contact: PE.6-2642.		
Beginning Tuesday June 4	OPENING OF FALL COLLECTION	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Harvey Furst will present "Black & White Tie Collection" of cocktail dresses, long formals, and theatre ensembles, designed by Donn Autten. Continuous daily showings. Contact: Blossom Furst, WI. 7-5370.		
Beginning Tuesday June 4	PREMIERE SHOWING: FALL DRESSES-COSTUMES	GROELLE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Shelly Lebow's collection of Fall dresses, costumes, and leather fashions. Continuous showings. Contact: Helen Nemet, IW. 4-1075.		
Beginning Tuesday June 4	OPENING: FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Fall junior dresses and sportswear at informal showings only. By appointment from 9:00 to 5:00. Contact: Audrey Brock, OX. 5-6440		
Beginning Tuesday June 4	OPENING OF FALL COLLECTION	JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous daily showing of Joan Leslie's Fall "Misses Sizes for the Young Connoisseur." Contact: Isabelle Crawford, IW. 4-9000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 4	OPENING & PREMIERE OF FALL COLLECTION	R & K ORIGINALS, INC.; R & K KNITS	1400 BROADWAY SHOWROOM - 5TH FLOOR
	Fall collection, also premiere showing of knits by R & K Knits. Daily informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.		
Wednesday June 5 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM
	Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. Show at 9:15. Tickets: $3.50. Contact: Peg O. Benson, YU. 6-6300.		
Wednesday June 5 9:00 A.M. Breakfast	FALL CALIFORNIA FASHIONS IN NEW YORK	JEAN LOUIS OF CALIFORNIA	SHERRY NETHERLANDS CRYSTAL PAVILLION
	By invitation. Show at 10:00 A.M. (Note Change of Date, Time, and Place.) Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 5 9:30 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Fantasia will present their Fall-Winter fur fashions. By invitation. Contact: LA. 4-0330. Publicity: Alan Eisen, TN. 7-1050.		
Wednesday June 5 10:30 A.M.	OPENING OF FALL COLLECTION	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Fall collection, designed by Tina Leser for DavidM. Goodstein, June 5, 11, 13, 18 at 10:30 A.M. By reservation. Contact: LA. 4-2577.		
Wednesday June 5 11:00 A.M.	OPENING: FALL JUNIOR COLLECTION	ARKAY JUNIOR	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	One formal showing only. Continuous daily thereafter. Contact: LO.5-2626.		
Wednesday June 5 12:00 Noon	OPENING: FALL COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also June 10 and 19 at 12:00 Noon. By reservation. Contact: WI. 7-0152.		
Wednesday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings at 12:00 Noon on June 5, 6, and 7, followed by luncheon. Also June 11, 12, 13 at 12:00 Noon. By reservation. Contact: LA. 4-5800.		
June 5	PREVIEW BY DOW CHEMICAL, 350 FIFTH AVE., AT 12:00 NOON. (See Pg. 9)		
Wednesday June 5 1:00 P.M.	OPENING OF FALL COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Shows at 1:00 P.M., June 5, 6, 10, 11, 12, 17, 18, 19. By reservation. Contact: Jean Roberts, LA. 4-3520.		
Wednesday June 5 1:15 P.M.	OPENING: FALL COLLECTION	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings June 5, 6, 13, 14, 20 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.		
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings at 2:30 P.M., June 5, 11, 13, 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showings of petite dresses, suits, and costumes, June 5, 6, 11, 12, 13, 18 at 2:30 P.M. Contact: Miss Dorothea, LA. 4-0162.		
Wednesday June 5 2:30 P.M.	OPENING: FALL DRESS COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall collection, designed by Philippe Tournaye for Rembrandt, on June 5, 6, 11, 12, at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.		
Wednesday June 5 3:15 P.M.	OPENING: FALL MISSES COLLECTION	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Formal showing, June 5 at 3:15. Continuous thereafter. Contact:LO.5-2626.		
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. For retail stores, by invitation only. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100.		
Wednesday June 5 4:00 P.M. Cocktails	OPENING: FALL COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Malcolm Starr will present the Frank Starr Originals, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter, June 6, 11, 13, 19 at 4:00 P.M., by appointment. Contact: Marion Auley, LA. 4-7690.		
Wednesday June 5 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Fall collection of dresses, separates, and "Private Life" fashions, designed by Rikki Kilsdonk. For press and buyers, by invitation. Thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.		
Wednesday June 5 5:00 P.M. Cocktails	SPECIAL SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Fall coat collection at special showing. By invitation. Contact: Alan Baron, PE. 6-8867.		
Wednesday June 5 5:00 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION	ANNETTE BULLOCK OF CALIFORNIA	EL MOROCCO 301 EAST 54TH STREET
	By invitation. Showings at Savoy-Hilton, by appointment, June 3 - 14. Contact: Annette Bullock, EL. 5-2600.		
Beginning Wednesday June 5	OPENING OF NEW SPORTSWEAR COLLECTION	FUN FLYERS	37 WEST 39TH STREET PENTHOUSE
	Continuous daily showings of new sportswear collection, designed by Elaine Moore; also Fur Flyer's neckwear and headwear fashions. Contact: Jimmi York, OX. 5-6323.		
June 6	PATTULLO-JO COPELAND PREVIEW FOR THE PRESS AT 9:30 A.M.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of petite fur fashions, styled by David Dana. For press and buyers, by invitation. Thereafter at 10:00 and 2:00, by appointment. Contact: Miss Lillian, LA. 4-0105.		
Thursday June 6 11:30 A.M.	OPENING: FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Dorothy Farbo. By invitation. Thereafter June 6, 11, 13, 19 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.		
Thursday June 6 12:00 Noon	PREVIEW: MOLLIE PARNIS FALL COLLECTION	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	For press and resident buyers, by invitation. Thereafter, June 11,12,13 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.		
Thursday June 6 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings at 2:30, June 6, 11, 12, 13, 18, 20; and June 26 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.		
Thursday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR FASHIONS	CARL BERNSTEIN & SON	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Carl Bernstein's Fall-Winter fur fashions. By invitation. Thereafter, by appointment. Contact: Donald Bernstein, PE. 6-0546.		
Thursday June 7 3:00 P.M.- 6:00 P.M. Cocktails	TRADE SHOWING: OVER-THE-COUNTER FABRICS	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
	Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by leading companies. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.		
Thursday June 6 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Buyer showings: June 10, 12, 14, 18, 20 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.		
Thursday June 6 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 11 and 12 at 2:00 P.M. at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 6 6:30 P.M. Cocktails-Dinner	DINNER-FASHION SHOW FOR FALL 1963	DU PONT COMPANY	HOTEL PLAZA TERRACE ROOM
	Formal dinner and fashion show featuring "Great American Knits" in Du Pont fibers. Trend-setting styles for Fall 1963. Cocktails--6:30, Terrace Room; Dinner--8:00, Grand Ballroom, followed by show. For retail store executives, buyers, and press. Trade contact: Nancy Hamilton, LO. 3-6400, Ext. 4262. Press contact: Ellen Morris, Ext. 4404.		
Friday June 7 9:00 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	CHRISTIAN DIOR & LAURENCE H. KAYE FURS	HOTEL PLAZA TERRACE ROOM
	Christian Dior and Laurence H. Kaye will preview their Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom, 345 Seventh Ave. Contact: OX. 5-8340.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION	B.H.WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. All showings by invitation only. Contact: Mary Feld, WI. 7-4968.		
Friday June 7 12:45 P.M. Luncheon	PRESS PREVIEW: FALL BOUTIQUE COLLECTION	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
	John Weitz will preview his boutique collection, available at Henri Bendel. By invitation only. Contact: Virginia Scoville, LO. 3-4920.		
June 7	GIVENCHY COLLECTION FOR FEMINA FURS--special buyer preview at 2:30.		
Saturday June 8 5:00 P.M.	FALL SEMINAR: "HEAD-TO-TOE LOOKS"	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	HOTEL PLAZA CRYSTAL ROOM
	MMI will present important stories of the Fall season for their member stores. By invitation only. Contact: Linda Krutchkoff, LT. 1-2714.		
June 10	ALTMAN RELEASE DATE--Apres swimwear. (No Press Show)		
Monday June 10 10:00 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	STERN'S	3RD FLOOR BRIDAL SALON
	Preview of Stern's bridal fashions. (For Release, Wed., June 12.) By invitation. Customer showing, Wed., June 17 at 6:00 P.M., Special Events Center, 6th Floor. Publicity: Mildred Collins, LO. 5-7950.		
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	For buyers, June 10 at 11:00 and 3:00. Press preview, Wed., June 12 at 4:00 P.M. All showings by invitation. Contact: CH. 4-7270.		
Monday June 10 11:00 A.M.	OPENING: FALL-WINTER FUR COLLECTION	KOTUK & ACKERMAN	345 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Fall-Winter fur collection; also showing of a special group, designed by Rodger Robinson. For press and buyers, by invitation. Thereafter daily through June 28 at 10:00 and 2:00, by appointment. Contact: Mr. Ackerman, LO. 3-5945.		
Monday June 10 12:00 Noon	PREMIERE OPENING: FALL COLLECTION	GEOFFREY BEENE FOR A. FETTERMAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Premiere showing of new collection by Geoffrey Beene. Thereafter, June 11 12, 13, 18, 20 at 12:00 Noon. Contact: Joe Snow, LW. 4-0454.		
Monday June 10 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.		
Monday June 10 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTIONS	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Fall collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By reservation. Also showing June 12, 17, 19 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0616.		

DATE	WHERE	GIVEN BY	WHERE
Beginning Monday June 10 2:30 P.M.	SHOWING: GIVENCHY FUR COLLECTION	FEMINA FURS	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Daily at 2:30, by appointment. Contact: LO. 5-3870. Publicity: Ruth Hammer, 2 West 59th St., EL. 5-7872.		
Monday June 10 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	SAM FRIEDLANDER (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Sam Friedlander's Fall collection, designed by Bob Bugnand. By invitation. Fashion coordinator: Phyllis Youngheart. Thereafter by appointment at showroom, 3rd floor. Contact: Sylvan Fox, PE. 6-2663.		
Monday June 10 4:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Revillon's wholesale Fall-Winter fur collection.By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.		
Monday June 10 6:00 P.M. Champagne	PREVIEW: FALL COLLECTION	ROYAL LYNNE, LTD.	108 WEST 39TH STREET SHOWROOM - 11TH FLOOR
	Day-into-evening dresses; also premiere showing of new at-home and loungewear fashions. Show at 6:00 P.M. promptly. For press and buyers by invitation. Press contact: Lorrie Eyerly at Revlon, CI. 5-3300. Thereafter by appointment. Trade contact: Ted Shapiro, LO. 3-3035.		
June 11	MACY'S RELEASE DATE--Fall bridal fashions. (No Press Show)		
Tuesday June 11 10:00 A.M.	OPENING OF FALL COLLECTION	BEN ZUCKERMAN, INC.	512 SEVENTH AVENUE
	Thereafter June, 12,13,18,19,20 at 10:00.By appointment. Cont.: WI.7-3764.		
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
	Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 11 12:00 Noon Luncheon	LUNCHEON PREVIEW FOR BEAUTY EDITORS	PROCTER & GAMBLE	SIGN OF THE DOVE 1110-3RD AVE.(65TH ST.)
	Procter & Gamble will introduce a new home permanent. By invitation. Contact: Barbara Lang at Rowland Co., 415 Madison Ave., MU. 8-1200.		
Tuesday June 11 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings June 11, 12, 18 at 1:15 P.M. by reservation. Contact:LO.5-6453.		
Tuesday June 11 2:30 P.M.	PREVIEW: FALL HAUTE COUTURE FASHIONS	DARIEUX CREATIONS	491 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall afternoon, cocktail, and evening fashions, designed by Robert Darieux. By reservation. Thereafter by appointment. Contact: LO. 5-8511.		
June 11	FREDRICA FURS, BUYER PREVIEW, TUES., JUNE 11 AT 2:30 P.M. (345 7th Ave.)		
Tuesday June 11 3:00 P.M.	OPENING OF FALL COLLECTION	GEORGE STAVROPOULOS,INC.	47 WEST 57TH STREET SALON - 5TH FLOOR
	Showings June 11, 12, 13, 14 at 3:00. For press and buyers, by reservation. Thereafter by appointment. Contact: PL. 5-2494.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 11 3:30 P.M.	FALL DRESSES AND COSTUMES Showings June 11 and 12 at 3:30. By invitation. Informal daily thereafter. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
June 11	BURKE-AMEY SPECIAL SHOWING OF FALL FASHIONS AT 4:00 (16 W. 57th St.).		
Tuesday June 11 4:00 P.M.	OPENING OF FALL COLLECTION Anthony Blotta's Fall collection. For press and buyers, by invitation. Thereafter, June 13, 18 at 4:00 P.M. By appointment. Contact: PE. 6-8412.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 11 4:30 P.M. Cocktails	PREVIEW OF FALL COUTURE SPORTSWEAR Zacari's Fall sportswear collection, designed by Greta Plattry, (cocktails will follow show). By invitation. Continuous thereafter at showroom, 1410 Broadway, 18th Floor. Contact: Kurt Weimer, PE. 6-3650.	GRETA PLATTRY FOR ZACARI, LTD.	HOTEL PLAZA TERRACE ROOM
Tuesday June 11 5:30 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION Preview of Fall collection,(cocktails following show). By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178(L.A.); beginning June 11, PL. 9-3000(N.Y.). Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER AVE.,L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 12 9:15 A.M.; 11:00 A.M.	PREVIEW OF FALL-WINTER FUR FASHIONS "Ollie" and House of Black Diamond will present Fall-Winter fur fashions; also introducing "Valentino of Rome," sportive collection. Two showings at 9:15 and 11:00. By invitation. Contact: PE. 6-5573.	OLIVER GINTEL, INC.	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday June 12 9:30 A.M. Breakfast	SPECIAL SHOWING OF FURS BY LILY DACHE A special showing of Fall-Winter fur fashions, designed by Lily Dache for Wells-Treister. For press and buyers by invitation. Continuous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MU. 8-2130.	WELLS-TREISTER CO. (345 SEVENTH AVE.)	REGENCY HOTEL BALLROOM
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fall import fashions; also showing of Fall-Winter furs by Fontana. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
June 12	FREDRICA FURS, BUYER PREVIEW, WED., JUNE 12 AT 10:30 A.M.-(345 7TH AVE.)		
Wednesday June 12 12:00 Noon	OPENING OF FALL COLLECTION Martier-Raymond will present their Fall collection of daytime and evening fashions. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Mrs. Dee, PL. 3-0020 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SHOWROOM - 2ND FLOOR
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Pg. 15)		
Wednesday June 12 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF FUR FASHIONS	FUR INFORMATION & FASHION COUNSIL	STATLER-HILTON HOTEL SKYTOP ROOM(18TH FLOOR)
	"Salute To The States"--American Fur Market fashion show for buyers, produced by the Fur Information & Fashion Council. By invitation. Contact: Marcelene Slutzker at Ruder & Finn, 130 E. 59th St., PL. 9-1800.		
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.		
Thursday June 13 10:00 A.M.	OPENING OF FALL COUTURE FASHIONS	TARQUIN EBKER	19 WEST 57TH STREET SALON - 5TH FLOOR
	Fall coats, suits, dresses, evening gowns, designed by Tarquin Ebker. For press and buyers, by invitation. Thereafter by appointment. Contact: Tarquin Ebker, PL. 2-8567.		
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A.M. Both shows by invitation. Contact: BR. 9-0633. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.		
Thursday June 13 10:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
	By invitation. (For Release, Mon., June 17.) Customer showing, Mon., June 17 at 6:30, St. George Hotel, Grand Ballroom. By reservation. Publicity: Rita Dobbins, TR. 5-3100.		
Thursday June 13 12:00 Noon	OPENING: FALL COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Fall dresses, costumes, and coats, designed by John Moore. Thereafter, June 18 and 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.		
Thursday June 13 1:00 P.M. Luncheon	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS	SONIA, INC. (41 WEST 57TH ST.)	HOTEL ASTOR REGENCY ROOM
	Sonia will present her Fall collection of cocktail and evening fashions, designed by Miguel Dorian. Show at 1:30. For press and buyers, by invitation. Informal showings thereafter at salon. Contact: Ethel Arkin, PL. 3-8241. Publicity: Pauline Greene at Charles Charney & Co., TN.7-2288.		
Thursday June 13 3:30 P.M.	PREVIEW: COUTURE FALL COLLECTION	ERIC LUND	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview of couture Fall dresses, coats, and suits, designed by Eric Lund. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Joan March, WI. 7-1076.		
Thursday June 13 5:30 P.M. Cocktails	PREVIEW: WOMEN'S KNITTED FASHIONS	WOOL ASSOCIATES, INC.; AMERICAN WOOL COUNCIL	HOTEL PIERRE BALLROOM
	"Non-Stop Woolknits"--nineteenth annual fashion show at 6:30 P.M. and banquet, previewing women's wool knitwear for Fall. Annual Woolknit awards for top designers. By invitation. Knitters and designers admitted to banquet at 7:30, after show. Publicity: Eleanor Kairalla, MU. 8-1172.		

1964

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